MERIT Memo

Vol. 1 March 1993

Dear P.M. Salesforce,

Welcome to the Merit Memo, it's our way of thanking you for your hard work and giving you the latest update on Merit. This introductory issue focuses on direct mail: what it's all about and how it plays a large role in Merit's marketing mix.

Simply put, direct mail is our way of keeping in touch with smokers. We use the Philip Morris database to find names and addresses of loyal Merit smokers as well as competitive smokers who may be interested in switching to Merit. Through direct mail we accomplish three things:

- Inform consumers about Merit's great flavor and low tar.
- Deliver valuable coupons.
- Promote exciting premium offers.

Throughout the year, we'll be distributing over $14 million in coupons through direct mail. That means consumers will be in your stores redeeming coupons on Merit. You'll find full details inside.

Of course, complete success depends on you. Anticipate high demand, and make sure the shelves are fully stocked. Look inside for suggested incremental Merit carton inventories in your market.

Get ready to take advantage of this opportunity for increased sales.

Yours,

Norma Sutter
Merit

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PS. For a free T-shirt, fill out and send in the response card you'll find inside. Thanks.

continued on next page

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FIRST CLASS
U.S POSTAGE
PAID
PERMIT NO 319
WAUKEGAN IL
60085

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Source: https://www.industrydocuments.ucsf.edu/docs/xrnp0003

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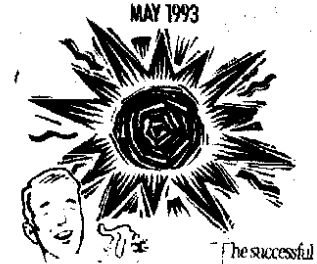
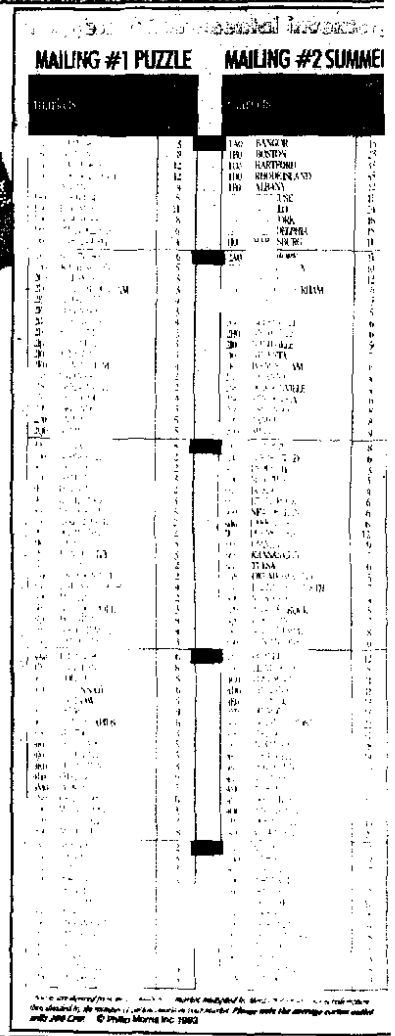
Designed as a volume-generating program, "Puzzle" targets competitive smokers. Valuable coupons and a free lighter offer help deliver the message: only Merit has genuine flavor at every level of low tar. Demand is bound to be high.

MAY 1993



The successful "Lighter Side" theme continues with "The Lighter Side of Summer." Merit smokers will love the coupons as well as the summertime offers of a Merit beach towel and T-shirt. It's a relationship building campaign that continues to be a big hit.



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